



December 20, 2017

SAN PEDRO PBID MARKETING GROUP

PORT OF LOS ANGELES 2017 WATERFRONT CAMPAIGN

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S E N S I S

BACKGROUND

2017 Waterfront Campaign Parameters

- Objectives:
 - Increase weekend attendance at the Los Angeles Waterfront
 - Position the Los Angeles Waterfront as a year-round visitor destination
- Target Audience:
 - Southern California families with children & singles with HHI of \$35,000+
 - History Buffs (35+)
 - Foodies (25-34)
 - Art Lovers
 - Sea Explorers
- Budget - \$80K
- Timing - 2/2 - 4/24
- Geography: Los Angeles and Orange County



STRATEGY

2017 Waterfront Solution

- Launched hyper-targeted campaign against History Buffs, Foodies, Art Lovers and Sea Explorers through Search Engine Marketing (SEM), digital banner ads via Facebook and Google, and Social Influencers.
- Created display banners and SEM ads that were specifically tailored to each target's interests
- Employed Social Influencers to create content that would appeal each target's interest through Instagram, Facebook and blog posts.
- Targeted multicultural families with young kids, young professionals in search of new, different and interesting things to do

CREATIVE

Art Lovers Banner



CREATIVE

Foodies Banner



CREATIVE

History Buffs Banner



CREATIVE

Sea Explorers Banner



CREATIVE

Paid Search

The LA Waterfront Is A Hidden - Gem For Los Angeles Art Lovers

Ad www.lawaterfront.org/ArtsLovers

Explore public art, galleries, artist studios, & performance venues. Plan A Trip

The LA Waterfront Has Loads Of - Historic Attractions & Sites.

Ad www.lawaterfront.org/HistoryBuffs

Visit The Battleship IOWA & The Korean Friendship Bell On The LA Waterfront.

Explore LA Sea Life & Nature - On The Los Angeles Waterfront.

Ad www.lawaterfront.org/SeaExplorers

Tour The Point Fermin State Marine Park Tide Pools To See Nature In It's Habitat

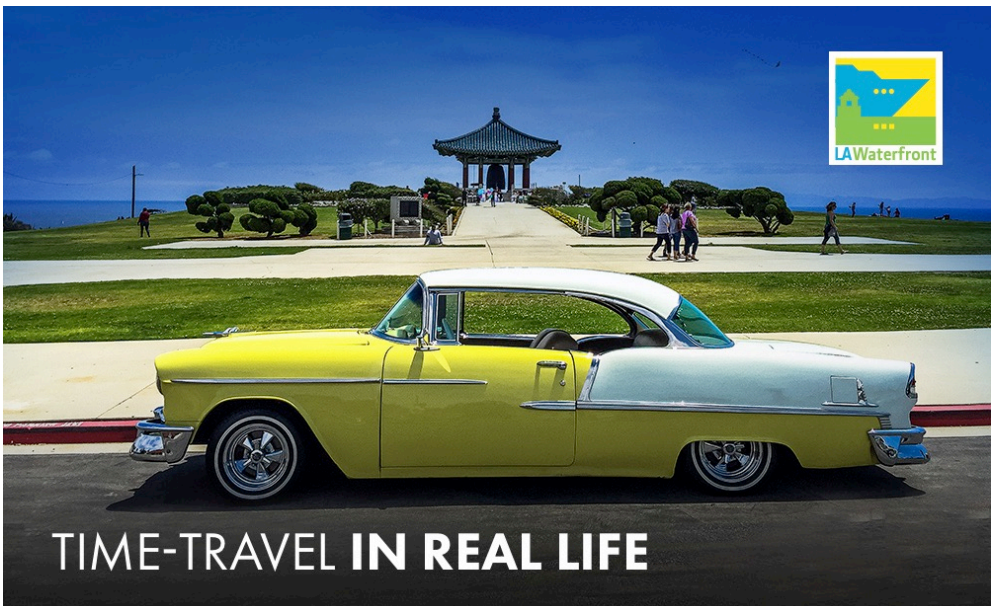
Come For The Lobster, - Stay For The Beer & Live Music

Ad www.lawaterfront.org/Foodies

Try Fresh Tastes & Listen To Live Bands On The Expansive LA Waterfront

CREATIVE

2017 Waterfront Landing Page



TIME-TRAVEL IN REAL LIFE

THIS IS NO MOVIE SET, IT'S REAL HISTORY WAITING FOR YOU AT THE LA WATERFRONT.
With amazing sites that date back to the 1800's, the LA Waterfront is a must for history buffs. Whether you want to explore a real Civil War military post, a restored 19th century residence, a 1930's art deco grand theater, or hop on a World War II battle ship, the LA Waterfront is the place to go.

USS IOWA
Embark on a voyage through maritime history! Explore what it was like for the sailors who lived aboard the USS IOWA over the past 70 years.

[Plan your visit](#)

FEB. 6

3RD ANNUAL LUNAR NEW YEAR CELEBRATION
Downtown Harbor in San Pedro (Harbor Blvd. and 6th Street)
2-7 p.m.

Celebrate Asian history & culture at the LA Waterfront! Enjoy traditional dancers, lion dancers, crafts, delicious food, music, and fireworks.

[Go to event](#)

FEB.

BANNING MUSEUM TOURS
Tuesday - Thursday: 12:30, 1:30, 2:30
Saturday - Sunday: 12:30, 1:30, 2:30, 3:30
401 East M Street Wilmington, CA 90744
Travel back in time a few centuries! Experience what life was like in the 1800s at the Banning Museum.

[View more](#)

KOREAN BELL OF FRIENDSHIP & BELL PAVILION
You'll be blown away by the ocean views and the beauty of this intricate pavilion, patterned after the Bell of King Seongdeok, cast in 771 A.D.

[Plan your visit](#)

STAY UP TO DATE WITH WHAT'S HAPPENING AT THE LA WATERFRONT
We won't share your information with anyone.

[Submit](#)

- HISTORY BUFFS
- SEA EXPLORERS
- ARTS LOVERS
- FOODIES



RESULTS

Paid Search: 3/1 - 4/20/2017

- Paid Search campaign delivered a 1.38% CTR, 4x last year's campaign
- Click volume was mainly driven by 'Foodies' and 'Art Lovers'
 - These topics are popular across all target groups regardless of which psychographic cluster
 - Garnered 86% of all Paid Search clicks
- Sea Explorers and History Buffs also performed strongly
 - Sea Explorers Ad Group top two keywords
 - Marine life
 - Maritime museum
 - History Buffs Ad Group top two keywords
 - Battleship IOWA
 - Korean Friendship Bell

RESULTS

Paid Search: 3/1 - 4/20/2017

Ad group	Impressions	Clicks	CTR	CPC	Spend
Foodies	420,013	5,658	1.35%	\$1.37	\$7,729.43
Art Lovers	145,592	2,385	1.64%	\$1.60	\$3,805.92
Sea Explorers	84,373	778	0.92%	\$1.53	\$1,190.54
History Buffs	28,360	544	1.92%	\$1.41	\$768.84
Total	678,338	9,365	1.38%	\$1.44	\$13,494.73

RESULTS

Google Display Network (GDN): 2/2 - 4/20/2017

- Display campaign had a strong performance and beat out 2016 benchmarks
 - 0.71% CTR, 5x higher
 - \$0.47 CPC, 6x more efficient
- All ad groups drove healthy metrics
- Top two ad groups were Foodies and Art Lovers
 - Garnered more engagement, the system optimized to favor these ad groups
 - 87% of all clicks and 83% of all impressions

RESULTS

GDN: 2/2 - 4/20/2017

Ad group	Impressions	Clicks	CTR	CPC	Spend
Foodies	3,124,560	22,277	0.71%	\$0.43	\$9,620.12
Art Lovers	1,474,617	11,492	0.78%	\$0.49	\$5,618.82
Sea Explorers	473,605	3,278	0.69%	\$0.61	\$2,010.62
History Buffs	439,806	1,921	0.44%	\$0.61	\$1,179.96
Total	5,512,588	38,968	0.71%	\$0.47	\$18,429.52

RESULTS

Facebook (Newsfeed): 3/1 - 4/24/2017

- Foodies and History Buffs are in the top two performing ad sets
- Facebook campaign garnered engagement beyond the click:
 - 1,846 reactions
 - 60 comments
 - 196 shares
 - 304 additional likes to the LA Waterfront Facebook page


RESULTS


Facebook (Newsfeed): 3/1 - 4/24/2017

Ad Set	Impressions	Clicks	CTR	CPC	Spend
Foodies	308,976	5,020	1.62%	\$0.50	\$2,499.72
History Buffs	284,156	2,939	1.03%	\$0.85	\$2,499.71
Arts Lovers	269,049	1,948	0.72%	\$1.28	\$2,487.69
Sea Explorers	272,196	1,722	0.63%	\$1.46	\$2,512.18
Total	1,134,377	11,629	1.03%	\$0.86	\$9,999.30

CREATIVE

Social Influencers



 **dylan.schwartz**
Port of Los Angeles [Follow](#)

dylan.schwartz History alert! During World War II the Battleship Iowa carried President Roosevelt across the Atlantic to Algeria, en route to a crucial 1943 meeting in Tehran with Prime Minister Winston Churchill of Britain and Josef Stalin, of the Soviet Union. You can check it out on the @lawaterfront

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#LAWaterfrontHistory #LAWaterfrontIRL
<http://izea.it/aWdK5NH> #ad

[load more comments](#)



dylan.schwartz @ruffdraft_ Thanks my dude ☺☺

jolivingcali Thanks for the history lesson. 😊

dylan.schwartz @justinreade 🙏Thanks J


imaginati0n \$\$\$

streetpoetry @tcota4

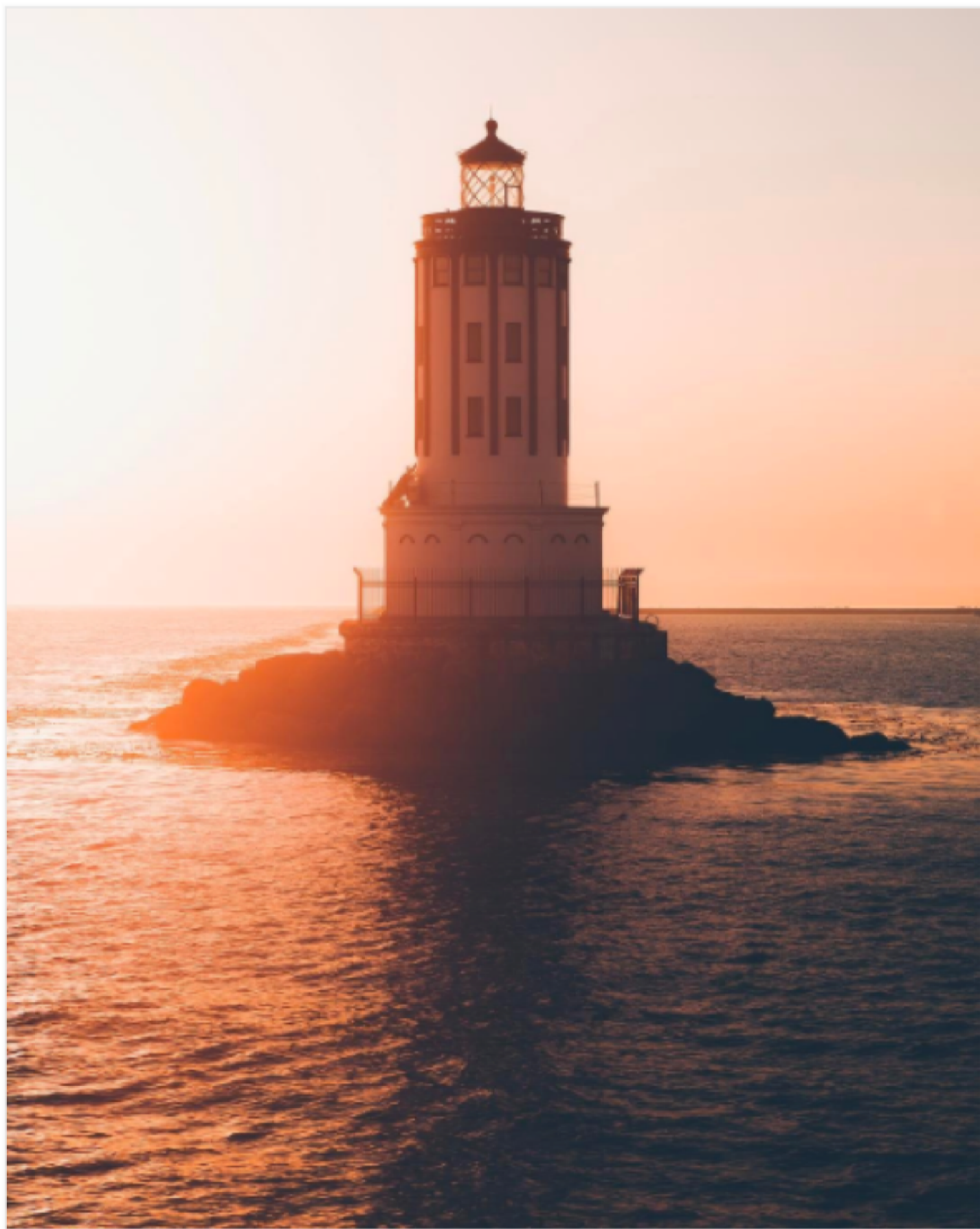
4,628 likes

APRIL 24

[Log in to like or comment.](#) 

CREATIVE

Social Influencers



dylan.schwartz
Los Angeles Harbor Light [Follow](#)

dylan.schwartz Los Angeles Harbor Light, also known as Angels Gate Light has faithfully guarded the Port of Los Angeles busy gateway since 1913. So much to see on the @lawaterfront

#LAWaterfrontSea #LAWaterfrontIRL
<http://izea.it/aMF68FI> #ad

load more comments

gesinaottner Epic; great colors, wonderful lighting 🙌

timshootsthings Sweet angle of it. Drone? I practically live at that lighthouse this month.

ivezmarie whoa!!! love this!

stephc This shot 📸+*

mightykills sick

4,272 likes

APRIL 23

Log in to like or comment.

CREATIVE

Social Influencers



thelagirl
Crafted at the port of lo... [Follow](#)

thelagirl Have you been to @craftedportofla yet? Head down to the @lawaterfront to experience this one-of-a-kind handmade marketplace featuring local artisan goods. It's an amazing space located in a huge warehouse with ample parking and lots of fun activities for the whole family. #LAWaterfrontArts #LAWaterfrontIRL #ad <http://izea.it/ancLzT5>

load more comments

thelagirl @ke_yoginimusic you're welcome 😊

thelagirl @lin_marty indeed ❤️

thelagirl @nivyjay thanks ❤️

thelagirl @bassirigirl you should ❤️

thelagirl @5sensestastings indeed. check it out soon 😊

👍 💬
2,438 likes

APRIL 22

Log in to like or comment. ⋮

CREATIVE

Social Influencers



thelagirl
Angels Gate Park

Follow

thelagirl Head down to the @lawaterfront and enjoy Angel's Gate Park featuring the Korean Bell of Friendship! This beautifully intricate bell and pavilion was donated by the people of the Republic of Korea in 1976 to celebrate the bicentennial of the U.S. independence, honor veterans of the Korean War, and to consolidate traditional friendship between the 2 countries. The park overlooks the ocean and is a great place to enjoy an afternoon flying kites! #LAWaterfrontHistory #LAWaterfrontIRL #ad <http://izea.it/adb8KsV>

load more comments

thelagirl @5sensestastings you should be there. its an amazing place 😊❤️

thelagirl @dianemizota you should check it out. it's a great a place to go ❤️

thelagirl @viaaaiatori thanks ❤️



2,575 likes

APRIL 19

Log in to like or comment.



CREATIVE

Social Influencers



bonnietsang
LA Waterfront [Follow](#)

bonnietsang When on the @lawaterfront you have to have some fresh seafood! We ate steamed clams & mussels and fish & chips (the fish was perfectly fried and was so fresh) at The Catalina Bistro while waited to board the boat to visit Catalina Island. Such a lovely day. // #LAWaterfrontIRL #LAWaterfrontFoodies <http://izea.it/aYXNqQC> #ad

lovetourism It looks delicious!

midland_shop Gimme.

luciatran Yummy!!!

prettylittlefawn Those mussels look lovely 😊

littlethingswine Yum

guest_informant awesomesauce

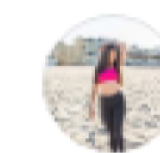
886 likes

APRIL 11

[Log in to like or comment.](#)

CREATIVE

Social Influencers



rachel_katz_
LA Waterfront

Follow

605 likes

1w

rachel_katz_ These homemade nachos from Acapulco's by the @lawaterfront were absolutely to die for and the perfect snack after a long walk by the waterfront. Perfect with a side of my favorite beer and a view of the waterfront. #balance #LAWaterfrontFoodies #LAWaterfrontIRL <http://izea.it/aLZdCWJ> #ad

load more comments

blondegoneclean This looks so yummy!

cherrypecas Pásate por @CherryPecas y prueba los mejores burritos y nachos de Madrid

thedailyjenny Omg homemade?? Yessss

ericaligenza Those look BEYOND GOOD. Nachos are y weakness!!!

newellfarmlands Looks delicious

RESULTS

Social Influencers

- Between the original posts and blogs shared across the influencers' social media platforms the campaign has garnered over 20,000 organic engagements
- Over 45,000 followers were reached without any additional spending
- \$0.43 CPE is well within industry averages, which range \$.25-\$.60

Tactic	Views/Impressions	Clicks	CTR	Reach	Engagements	Engagement Rate	Budget
Organic IZEA	5,797	667	1.88%	41,353	19,693	47.62%	\$34,500.00
Promoted IZEA	933,421	1,670	0.18%	N/A	60,453	6.48%	
Blog Post Social Shares	N/A	N/A	N/A	5,220	636	12.18%	

RESULTS

Social Influencers

- To extend the influencers' reach IZEA promoted select Instagram and Facebook posts
- Overall engagement rate is higher than average at 6.48%, average range is between 2-5%
 - Mainly driven by Instagram with a strong 10.23% engagement rate
 - Instagram is a much more visual medium and ultimately more effective at gaining and maintaining user attention

Promoted Posts Data							
Platform	Impressions	Clicks	CTR	Likes/ Reactions	Comments	Shares	Engagement Rate
Promoted Instagram	555,290	1,552	0.28%	56,683	69	40	10.23%
Promoted Facebook	378,131	118	0.03%	3,515	66	80	0.97%
TOTAL	933,421	1,670	0.18%	60,198	135	120	6.48%

PORT OF LOS ANGELES

2017 Waterfront Results

- Over 8 million total impressions served
- Delivered more than 62,000 clicks to L.A. Waterfront landing page
 - 61% new visitors and 39% returning visitors
 - Average time on page is 2:14
- Overall click-thru-rate of 0.75% versus 2016 benchmark of .18%
- Social Influencers generated over 80,000 engagements, i.e. reactions, comments and shares